

**Horticulture Advertising Cost-Share Program
2006 Application**



Kentucky Department of Agriculture
100 Fair Oaks Lane, 5th Floor • Frankfort, KY 40601
(502) 564-4983

Applicant Name (As registered in Kentucky Proud) _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone number () - _____ Alt Phone Number () - _____

Email _____

List all horticulture products to be promoted with this grant.

Narrative describing what you plan to do with the cost-share funds, specifying what you will do and when you will do it.

Budget Request

- All advertisements, media, and items purchased with cost-share funds must feature the Kentucky Proud logo.
- Because of limited funds, your budget has to reflect the actual costs you will incur.

ITEMS	PROJECT COST \$
Standard Media (Newspaper, Radio, Television, Cable)	\$
Other Specified	
1.	\$
2.	\$
3.	\$
4.	\$
5.	\$
6.	\$
TOTAL PROJECT COSTS	\$
APPLICANT(S) MATCH	\$
HORTICULTURE COUNCIL FUNDS REQUESTED	\$

I have read the guidelines for this program and understand that I must receive approval before expending any funds for this project and items must feature the Kentucky Proud logo.

☒ _____
Signature

Date

Horticulture Advertising Cost-Share Program 2006 Guidelines



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NEW THIS YEAR

- **No job estimates required**
- **Standard Media buys (newspaper, television, radio) are lumped together as one budget item in order to efficiently use any special deals you may come across**
- **A form for the required Impact Report is being provided.**
- **Impact Reports are required with every reimbursement request**
- **Incomplete applications will be returned.**

Purpose of the Program

The Horticulture Advertising Cost Share Program is intended to assist producers of horticulture products market and promote their products through advertising. Funding for this program is provided by grant funds to the Kentucky Horticulture Council through the Agricultural Development Board. The Kentucky Department of Agriculture administers this grant program on their behalf.

The program provides a **50% reimbursement on pre-approved advertising projects up to \$4000** in grant funds per applicant. All advertising **MUST** use the Kentucky Proud logo or, in the case of radio, use the words “Kentucky Proud – Nothing Else is Close.”

You must be a **Kentucky Proud member** to participate in this program. It costs nothing to join and it is a great marketing tool for your products. For more information on the Kentucky Proud Program, please call Anna Kindrick at (502) 564-4983.

Application

To take part in this program you must get your advertising plan **pre-approved** to ensure that we will be able to help you with the expenses. This means you have to complete an application and attach all required documents and send it to us **before** you do the advertising. Incomplete applications will be returned to you.

You may submit numerous applications until you reach the \$4000 limit.

Budget

Because of limited funds, your budget has to reflect the actual costs you will incur.

What's Not Eligible?

With limited funds we have determined that some items do not fit under the program purpose. The following is a list of things **not reimbursable** under the program. This is not an all-inclusive list but should serve as a guide:

- Equipment whose primary purpose is something other than advertisement, such as tents, baskets, printers, trucks, signs with non-permanent lettering, grills,....

- Supplies that may or may not be used for advertising, such as paper, ink, paper products, labels
...
- Customer giveaways that are not personalized to the business
- Food
- Ads and/or promotions that do not sell horticulture products as the primary purpose of the ad
- Membership dues
- Any items not using the Kentucky Proud logo or the appropriate words.

Reimbursement

To receive your reimbursement you must submit

- A copy of the receipt showing both your cash match and the amount for reimbursement
- Copies of the ads, pictures of the sign or some other example of the project
- A completed Impact Report Form

The Horticulture Council will issue your reimbursement check. We send them a list of eligible participants with the amount due them four times a year – March 31, 2006; June 30, 2006; September 29, 2006; and January 12, 2007. All completed requests that we receive by these dates will be forwarded to them. Don't worry if you miss a deadline – you can apply for your reimbursement any time during the year. We will put your request in the next reimbursement request. The final date for us to receive all reimbursement requests is January 12, 2007.

You may choose to apply for partial reimbursement for approved items, especially for long term projects such as ads in the local newspaper. Just send us the three things listed above and we will process the reimbursement at the next reimbursement period.

Need Help?

All decisions on applications are made by a committee comprised of staff from the Value-added Plant Production Division of the Kentucky Department of Agriculture. After your application is approved you will be assigned to one of us as your case manager. Call us at (502) 564-4983 and ask for Bill Holleran, Janet Eaton, or Mac Stone. We are happy to answer your questions.